

Recall -- Firm Press Release

Woodsmoke Provisions Voluntarily Recalls 160 packages of 4 oz. The Fresh Market Signature Collection Atlantic Smoked Salmon Due to Possible Health Risk

Contact:
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FOR IMMEDIATE RELEASE – April 18, 2011 – Woodsmoke Provisions, LLC is voluntarily recalling forty pounds (40 lbs.) / 160 packages of the The Fresh Market Signature Collection Atlantic Smoked Salmon in 4 oz. retail packages with lot code 1459/2, because they have the potential to be contaminated with *Listeria monocytogenes*.

Listeria monocytogenes is an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Although healthy individuals may suffer only short-term symptoms such as high fever, severe headache, stiffness, nausea, abdominal pain and diarrhea, *Listeria* infections can cause miscarriages and stillbirths among pregnant women.

The 160 packages of product subject to recall were distributed and sold only in a limited number of The Fresh Market, Inc. stores located in AR, FL, GA, IL, KY, MD, NC, OH and TN.

The product being recalled was packaged in 4 oz. plastic packages with the **specific lot code 1459/2** which was manufactured January 15, 2010. The item UPC code is 737094000370.

No illnesses have been reported to date.

The potential for contamination was noted after routine inspection by the Florida Department of Agriculture and Consumer Services.

Consumers who have purchased this product from one of the above-mentioned stores with lot code 1459/2 should not consume it, and are urged to return it to the place of purchase for a full refund. Consumers with questions may contact the company at 404-355-5125, Monday through Friday from 9am to 5pm (EST).

